## ORDER

Order / Rev: 37225 Alt Order #: 08863116

Product Desc: ROMNEY/P/R

Estimate: 373

Flight Dates: 09/12/12 - 09/18/12

Original Date / Rev: 09/11/12 / 09/11/12

Order Type: **GENERAL**  KLAS

Mike Jones

K-WAS Sales Office:

Sales Region: National

**American Rambler Production** Name: Agency

**Buying Contact:** 

Billing Contact:

138 Conant St.

Beverely, MA 01915

Billing Type: Cash

Billing Calendar:

Billing Cycle:

Primary AE:

EOM/EOC

00:15:00

Broadcast

Agency Commission:

15%

Advertiser Name: Romney, Mitt / R-Pres

LV1

Demographic: A35+

PO1 Product Codes:

Priority:

Revenue Codes: AGY, POL, CAND New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Orders

Start Date	End Date	# Spots	Gross Amount	Net Amount							
08/27/12	09/18/12	89	\$62,050,00	\$52 742 50							

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	89	\$62,050.00	\$52,742.50	0.00
Totals	89	\$62,050.00	\$52,742.50	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %	
Mike Jones	•	•	Start Of Order - End Of Order	100%	

Order Share	Share	Total
KLAS	30%	\$62,050.00
Market	100%	\$206,833.33

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$51,708.33		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$10,341.67		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	09/12/1	2 09/14/12	8 News Now 6a N	л-F CM	6-7a	WTF	:30	3	\$245.00LV2	0.00 NM	3	\$735.00
				8 News Now 6a I	И-F						- 1		
	NEW:	S									1		
	S	tart Date	<b>End Date</b>	Weekdays	Spots/Week	Rate	Rating						
V	Veek: 0	9/10/12	09/16/12	WTF	3	\$245.00	0.00			40			
E 2	8	09/17/1	2 09/18/12	8 News Now 6a N	л-F СМ	6-7a	MT	:30	2	\$245.00LV2	0.00 NM	2	\$490.00
				8 News Now 6a I	И-F								

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Order / Rev:

37225

Advertiser:

Romney, Mitt / R-Pres

Alt Order #: Flight Dates:

08863116

**Product Desc:** 

ROMNEY/P/R

09/12/12 - 09/18/12

Estimate: 373

KLAS

Ln Ch NEWS	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
	rt Date 17/12	End Date 09/23/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$245.00	Rating 0.00						
E 3 8		2 09/18/12	CBS This Morning		7-9a	MT	:30	2	\$150.00LV2	0.00 NM	2	\$300.00
EARLY <u>Sta</u> Week: 09/	rt Date	End Date 09/23/12	Weekdays MT	Spots/Week 2	<u>Rate</u> \$150.00	Rating 0.00					 	
E 4 8		2 09/14/12	CBS This Morning	•	7-9a	WTF	:30	3	\$150.00LV2	0.00 NM	3	\$450.00
EARLY <u>Sta</u> Week: 09/	rt Date	End Date 09/16/12	Weekdays wTF	Spots/Week 3	<u>Rate</u> \$150.00	Rating 0.00						
E 5 8	09/17/1	2 09/18/12	Live w/Kelly Live With Regis 8	CM Kelly	9-10a	MT	:30	2	\$250.00LV2	0.00 NM	2	\$500.00
LIVE <u>Sta</u> Week: 09/	rt Date 17/12	End Date 09/23/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$250.00	Rating 0.00						
E 6 8	09/17/1 'IS RIGH	2 09/18/12	Price Is Right Price Is Right	СМ	10-11a	MT	:30	2	\$350.00LV2	0.00 NM	2	\$700.00
	rt Date	End Date 09/23/12	Weekdays MT	Spots/Week 2	<u>Rate</u> \$350.00	Rating 0.00						
E 7 8		2 09/18/12	Y&R Young & Restless	CM	11a-12p	MT	:30	2	\$500.00LV2	0.00 NM	2	\$1,000.00
	rt Date	ESTLESS End Date 09/23/12	Weekdays MT	Spots/Week 2	<u>Rate</u> \$500.00	Rating 0.00						
E 8 8	09/17/1	2 09/18/12	8 News Now Noo 8 News Now Noo		12-1230p	MT	:30	2	\$225.00LV2	0.00 NM	2	\$450.00
NEWS <u>Sta</u> Week: 09/	rt Date /17/12	End Date 09/23/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$225.00	Rating 0.00						
E 9 8	09/17/1	2 09/18/12	1230-2p Soaps/ L Soaps / Let's Mak		1230-2p	мт	:30	2	\$325.00LV2	0.00 NM	2	\$650.00
	rt Date	End Date 09/23/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$325.00	Rating 0.00						
E 10 8	•••	2 09/18/12	The Talk 2-3P The Talk	СМ	2-3p	MT	:30	2	\$350.00LV2	0.00 NM	2	\$700.00
THE TA <u>Sta</u> Week: 09/	rt Date	End Date 09/23/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$350.00	Rating 0.00						
E11 8		2 09/18/12	Ellen Ellen	СМ	3-4p	MT	:30	2	\$325.00LV2	0.00 NM	2	\$650.00
ELLEN <u>Sta</u> Week: 09/	art Date	End Date 09/23/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$325.00	Rating 0.00						
E 12 8		2 09/14/12	Ellen Ellen	СМ	3-4p	WTF	:30	3	\$325.00LV2	0.00 NM	3	\$975.00
ELLEN <u>Sta</u> Week: 09/	art Date	End Date 09/16/12	Weekdays WTF	Spots/Week 3	<u>Rate</u> \$325.00	Rating 0.00						
E 13 8	09/12/1	2 09/14/12	8 News Now 4p N 8 News Now 4p N		4-5p (4:30 PM-5:	WTF 00 PM)	:30	3	\$300.00LV2	0.00 NM	3	\$900.00
NEWS <u>Sta</u> Week: 09/	art Date /10/12	End Date 09/16/12	Weekdays WTF	Spots/Week 3	<u>Rate</u> \$300.00	Rating 0.00						
E14 8	09/17/1	2 09/18/12	8 News Now 4p N 8 News Now 4p N		4-5p (4:30 PM-5:	MT 00 PM)	:30	2	\$300.00LV2	0.00 NM	2	\$600.00
NEWS											ı	

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**KLAS** 

Order / Rev: 37225

Advertiser:

Romney, Mitt / R-Pres

Ait Order #:

08863116

Product Desc: ROMNEY/P/R

Flight Dates: 09/12/12 - 09/18/12

Estimate:

373

Rate Pri Rtg Type Spots Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Amount Ln CM 0.00 NM \$600.00 :30 \$300.00LV2 09/17/12 09/18/12 8 News Now 4p M-F 4-5p MT--E 14 8 (4:30 PM-5:00 PM) 8 News Now 4p M-F **NEWS** Spots/Week **Start Date End Date** Weekdays Rate Rating 0.00 Week: 09/17/12 09/23/12 MT----\$300.00 :30 \$375.00LV2 0.00 NM \$1,500.00 E 15 8 09/17/12 09/18/12 8 News Now 5-630p M-FCM 5-630p MT----8 News Now 5-630p M-F **NEWS** End Date Spots/Week Rating **Start Date** Weekdays Rate Week: 09/17/12 09/23/12 \$375.00 0.00 \$375.00LV2 0.00 NM 6 09/12/12 09/14/12 8 News Now 5-630p M-FCM 5-630p --WTF--:30 \$2,250.00 E 16 8 8 News Now 5-630p M-F **NEWS End Date** Weekdays Spots/Week Rate Rating **Start Date** 09/16/12 --WTF--\$375.00 0.00 Week: 09/10/12 630-7p Inside Edition CM --WTF--:30 \$875.00LV1 0.00 NM 3 \$2,625.00 09/12/12 09/14/12 630-7p E 17 Inside Edition INSIDE EDITION Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Rating --WTF--0.00 \$875.00 Week: 09/10/12 09/16/12 3 \$875.00LV1 0.00 NM E 18 8 09/17/12 09/18/12 630-7p Inside Edition CM 630-7p MT----:30 \$3,500.00 Inside Edition INSIDE EDITION Spots/Week Rating Start Date **End Date** Weekdays Rate MT----\$875.00 0.00 Week: 09/17/12 09/23/12 7-8p :30 2 \$1,000.00LV1 0.00 NM 2 \$2,000.00 CM 09/17/12 09/18/12 7-8p Rotator MT----E 19 7-8p Rotator FT **Start Date End Date Weekdays** Spots/Week Rate Rating 0.00 09/23/12 MT----2 \$1,000.00 Week: 09/17/12 7-8p Rotator --WTF--:30 \$325.00LV2 0.00 NM 3 \$975.00 E 20 09/12/12 09/14/12 CM 7-8p 7-8p Rotator FT Start Date **End Date** Weekdays Spots/Week Rate Rating --WTF--0.00 Week: 09/10/12 09/16/12 \$325.00 09/17/12 09/18/12 8 News Now 11p M-F 11-1135p MT----:30 4 \$1,550.00LV1 0.00 NM \$6,200.00 E 21 8 CM 8 News Now 11p M-F NEWS **Start Date End Date** Weekdays Spots/Week Rate Rating 0.00 Week: 09/17/12 09/23/12 MT----4 \$1,550.00 :30 5 \$1,550.00LV1 0.00 NM \$7,750.00 E 22 09/12/12 09/14/12 8 News Now 11p M-F CM 11-1135p --WTF--8 News Now 11p M-F **NEWS** Weekdays **Start Date End Date** Spots/Week Rate Rating Week: 09/10/12 09/16/12 --WTF--5 \$1,550.00 0.00 --WTF--:30 CM 1135p-1237a \$750.00LV1 0.00 NM 3 \$2,250.00 E 23 8 09/12/12 09/14/12 Letterman Letterman **LETTERMAN** Start Date **End Date** Weekdays Spots/Week Rate Rating --WTF--Week: 09/10/12 09/16/12 \$750.00 0.00 :30 \$750.00LV1 0.00 NM 2 \$1,500.00 09/17/12 09/18/12 Letterman CM 1135p-1237a MT----Letterman **LETTERMAN** Spots/Week Rating **Start Date End Date** Weekdays Rate Week: 09/17/12 09/23/12 MT----\$750.00 0.00 E 25 09/17/12 09/17/12 Mon 10-11p CM 10-11p :30 1 \$5,000.00LV1 0.00 NM 1 \$5,000.00 Hawaii Five-O HAWAII 5-0 **Weekdays** Spots/Week Rating Start Date **End Date** Rate Week: 09/17/12 09/23/12 \$5,000.00 0.00 1 E 26 09/15/12 09/15/12 CM 5-7p ----5-:30 \$550.00LV1 0.00 NM 1 \$550.00

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Order / Rev: 37225

Alt Order #:

Advertiser:

Romney, Mitt / R-Pres

ROMNEY/P/R Product Desc:

08863116 09/12/12 - 09/18/12 Flight Dates:

Estimate: 373 KLAS

Ln C	ch S	tart	End	Inventory Code	Break	Start/End	Time Davs	Len Sp	ots	Rate Pri	Rta Type	Spots	Amount
				8 News Now Sat				··				<del></del>	
NIF	TWO DO	FATIO	<b>.</b> 1	8 News Now Sat	5-7p								
Nt	EWS RO Start D		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				1		
Wee	k: 09/10/1		09/16/12	S-	1	\$550.00	0.00						
E 27	8 09	/15/12	09/15/12	Politics Now S Se	belius CM	Various	s-	:30	1	\$250.00LV2	0.00 NM	1	\$250.00
D.C	DLITICS I	JONA,		Politics Now S Se	ebelius	(5:30 PM-6:0	0 PM)						
PC	Start D		End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	k: 09/10/1		09/16/12	S-	1	\$250.00	0.00						
E 28	8 09	/15/12	09/15/12	Sat 10-11p	СМ	10-11P	S-	:30	1	\$2,250.00LV1	0.00 NM	1	\$2,250.00
40				48 Hours Mystery	•								
48	HOURS Start D	ate	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	k: 09/10/1		09/16/12	S-		\$2,250.00	0.00						
E 29	8 09	/15/12	09/15/12	Sat 1135p-1235a	The U®M	1135p-105a	S-	:30	1	\$70.00LV1	0.00 NM	1	\$70.00
TL	IE UNIT			CBS Sports/Priva	ite Practice								
11	Start D	ate	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	k: 09/10/1		09/16/12	S-	1	\$70.00	0.00						
E 30	8 09	/15/12	09/15/12	CBS Early Show		5-7a	S-	:30	2	\$240.00LV1	0.00 NM	2	\$480.00
-	NOLV CH	<b>~\^/</b>		CBS Early Show	- Sat.								
EF	ARLY SHO Start D		End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	k: 09/10/1		09/16/12	S-	2	\$240.00	0.00						
E 31	8 09	/16/12	09/16/12	8 News Now Sun		8 News Now	Sun AS	:30	1	\$125.00LV2	0.00 NM	1	\$125.00
A1F	-1A/C			8 News Now Sun	AM #1								
NE	EWS Start D	ate	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				:		
Wee	k: 09/10/		09/16/12	5	1	\$125.00	0.00			_			
E 32	8 09	/16/12	09/16/12	<b>CBS News Sunda</b>	•	CBS Sunday	/ MorniS	:30	2	\$325.00LV2	0.00 NM	2	\$650.00
CI	INIDAY N		NG	CBS News Sunda	ay Morning								
30	JNDAY M Start D		End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	k: 09/10/		09/16/12	S	2	\$325.00	0.00						
E 33	8 09	/16/12	09/16/12	8 News Now Sun		8 News Now	Sun AS	:30	2	\$850.00LV1	0.00 NM	2	\$1,700.00
NE	EWS			8 News Now Sun	AM #2								
140	Start D	ate	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	k: 09/10/		09/16/12	s	2	\$850.00	0.00						
E 34	8 09	/16/12	09/16/12	Face The Nation	CM	Face The Na	ationS	:30	1	\$300.00LV2	0.00 NM	1	\$300.00
EA	ACE THE	NATIO	)N	Face The Nation									
.,	Start D		End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	k: 09/10/		09/16/12	S	1	\$300.00	0.00						
E 35	8 09	/16/12	09/16/12		CM	7-8p	S	:30	1	\$3,375.00LV1	0.00 NM	1	\$3,375.00
60	) MINUTE	:0		60 Minutes									
00	Start D		End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Wee	k: 09/10/		09/16/12	s	1		0.00						
E 36	8 09	/16/12	09/16/12	•	CM	9-10p	s	:30	2	\$1,400.00LV2	0.00 NM	2	\$2,800.00
TL	1E GOOE	) WIF	F	The Good Wife									
• • • • • • • • • • • • • • • • • • • •	Start D		End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	k: 09/10/		09/16/12	s		\$1,400.00	0.00			_			
E 37	8 09	/16/12	09/16/12	Sun 10-11p	CM	10-11p	S	:30	1	\$4,000.00LV1	0.00 NM	1	\$4,000.00
TI	HE MENT	ALIST	-	The Mentalist									
•••	Start D		End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Wee	k: 09/10/	12	09/16/12	S		\$4,000.00	0.00			_			
E 38	8 09	/16/12	2 09/16/12		CM	11-1135P	S	:30	2	\$350.00LV2	0.00 NM	2	\$700.00

Print Date: 09/11/12 09:45:33 Page 5 of 5

KLAS

Order / Rev: 37225 08863116 Ait Order #:

Flight Dates:

E 39

8

Advertiser: Romney, Mitt / R-Pres

ROMNEY/P/R

09/12/12 - 09/18/12

Product Desc: Estimate:

373

Start/End Time Days Ln Ch Start End **Inventory Code** Break Len Spots Rate Pri Rtg Type Spots Amount 8 News Now Sun 11p 8 News Now Sun 11p **NEWS** Rating Start Date **End Date Weekdays** Spots/Week Rate ----S \$350.00 0.00 Week: 09/10/12 09/16/12

:30 \$75.00LV2 0.00 NM 09/16/12 09/16/12 Eye on Wash/Wall St JoCM 5-6a Eye On Wash/Wall St Jrnl

**NEWS** 

Weekdays ----S Start Date End Date Spots/Week <u>Rate</u> Rating Week: 09/10/12 09/16/12

0.00 \$75.00

Totals 89 \$62,050.00

2

\$150.00